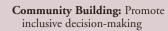
# ASHEVILLE CITY COUNCIL'S GOALS & VISION

#### PRIORITY AREA

### CITY COUNCIL'S SHORT-TERM GOALS



- Develop public outreach strategy to communicate City Council's strategic goals
- Implement communications improvements including enhanced customer service procedures and a redesigned web site

• Improve/enhance basic city services and customer service

• Continue commitment to public safety and drug enforcement

• Collaborate with regional partners on water service and

#### Critical Services and Infrastructure:

Support and enhance basic city services

a dynamic and robust Asheville

economy with balanced growth

- Economic Development: Support
- Pursue Riverfront redevelopment
   Pursue public-private partnerships to address downtown parking needs

Support and implement the HUB planPursue Eagle-Market Street redevelopment

housing and other regional issues

priorities

• Enhance core services in the downtown area that promote cleanliness, vibrancy and other downtown amenities.



## Growth, Development & Land Use:

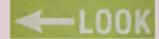
Maintain a sustainable community through growth and development policies



- Complete Unified Development Ordinance (UDO) amendments with citizen participation to improve clarity and address community goals
- Develop Neighborhood & Corridor Plans with citizen participation
- Address growth management issues on the periphery of the city limits
- Streamline planning and development services
- Introduce revised Standards and Specifications Manual

## **Housing Opportunities:** Provide sufficient, safe and affordable housing opportunities for all citizens

 Develop a comprehensive plan to provide workforce housing opportunities



#### Natural and Built Environment: Preserve and enhance the city's natural beauty



- Create an Environment & Energy Conservation Advisory Committee
- Develop a regional partnership to address flood management issues
- Adopt regulations to protect ridgetops, hillsides and steep slope areas

#### Sense of Place, Heritage & the Arts: Embrace Asheville's vibrancy,

character and cultural heritage

recommendar
• Research opp

- Review and implement Downtown Social Issues Taskforce recommendations
- Research opportunities to open public restrooms downtown
- Research and develop recommendation for downtown wayfinding and kiosk project

# The next four years will be our greatest opportunity to shape our future – and our success depends on our ability to continue to work together. City Council looks forward to working with you to make Asheville's goals a reality. Terry M. Bellamy, Mayor

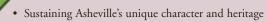
#### CITY COUNCIL'S Long-term goals

- Develop strategies for youth and education programs
- Continue to develop new strategies for increasing citizen participation in awareness of city government
- Develop a multi-year budget vision that addresses revenues, economic development tools, capital improvements and best practices
- Continue to support Community Policing initiatives
- Maintain commitment to the Drug Enforcement Unit to reduce drug-related crime; partner with intergovernmental agencies to comprehensively address this goal
- Develop strategies to promote diversified job growth and support small businesses
- Implement continuous improvement strategies for the development and permitting process
- Take a leadership role in intergovernmental relations to support regional economic development
- Promote strategies that encourage sustainable, high density, infill growth
- Support amenities for downtown living
- Continue to support multi-modal programs (e.g., Transportation Demand Program, Greenway Master Plan )
- Support recommendations in the 10-year Plan to End Homelessness
- Continue support of the Housing Authority's Home Ownership program
- Broaden & continue stormwater pollution and utility education efforts
- Support increased greenway development equitably throughout Asheville
- Increase street and sidewalk connections
- Support a renovated Civic Center as a regional entertainment destination
- Continue to support the city's Greenway Master Plan including sidewalk, streetscape, bicycle and other transportation components

- WHAT THIS MEANS TO CITIZENS
- City services focusing on broad-based community needs
- Responsive, affordable services with high citizens satisfaction
- Citizens that are well informed and involved in decisions
- Community and neighborhood pride
- Residents receiving value for their tax dollars
- Adequate resources for essential city services
- Well-maintained city streets, water distribution, storm drain system, and sidewalks
- Productive, innovative and efficient city employees
- Public and private partnerships to support services and facilities
- A safe city with safe neighborhoods
- Asheville remains a desirable place to work and start a business
- Businesses come to and stay in Asheville for its quality of life and community support



- Protecting property values and community investments
- Zoning, land uses and development codes that support redevelopment and preserve the quality, vitality and attractiveness of neighborhoods
- More efficient and effective use of existing infrastructure and resources
- Less sprawl development
- Ease of mobility throughout Asheville
- Clear, easy to understand development regulations
- Affordable options for working AND living in the city
- Home ownership opportunities in quality neighborhoods at affordable prices
- Neighbors helping neighbors
- Protecting the area's mountain beauty
- Improved air and water quality
- Planning that ensures transportation choices (walking, bikes, automobiles, buses)



- Developing regional assets for entertainment and the arts
- Promoting the vibrancy of downtown as well as other city destinations like Biltmore Village, West Asheville and the River District

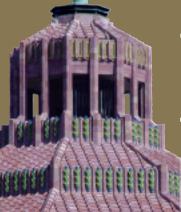


#### ASHEVILLE CITY COUNCIL

**Standing:** Councilman Brownie Newman, Councilman Bryan Freeborn, Councilwoman Robin Cape, Councilman Carl Mumpower

**Seated:** Vice-Mayor Holly Jones, Mayor Terry Bellamy, Councilman Jan Davis





Our quality

of service, your

quality of life.